

FIG. 1

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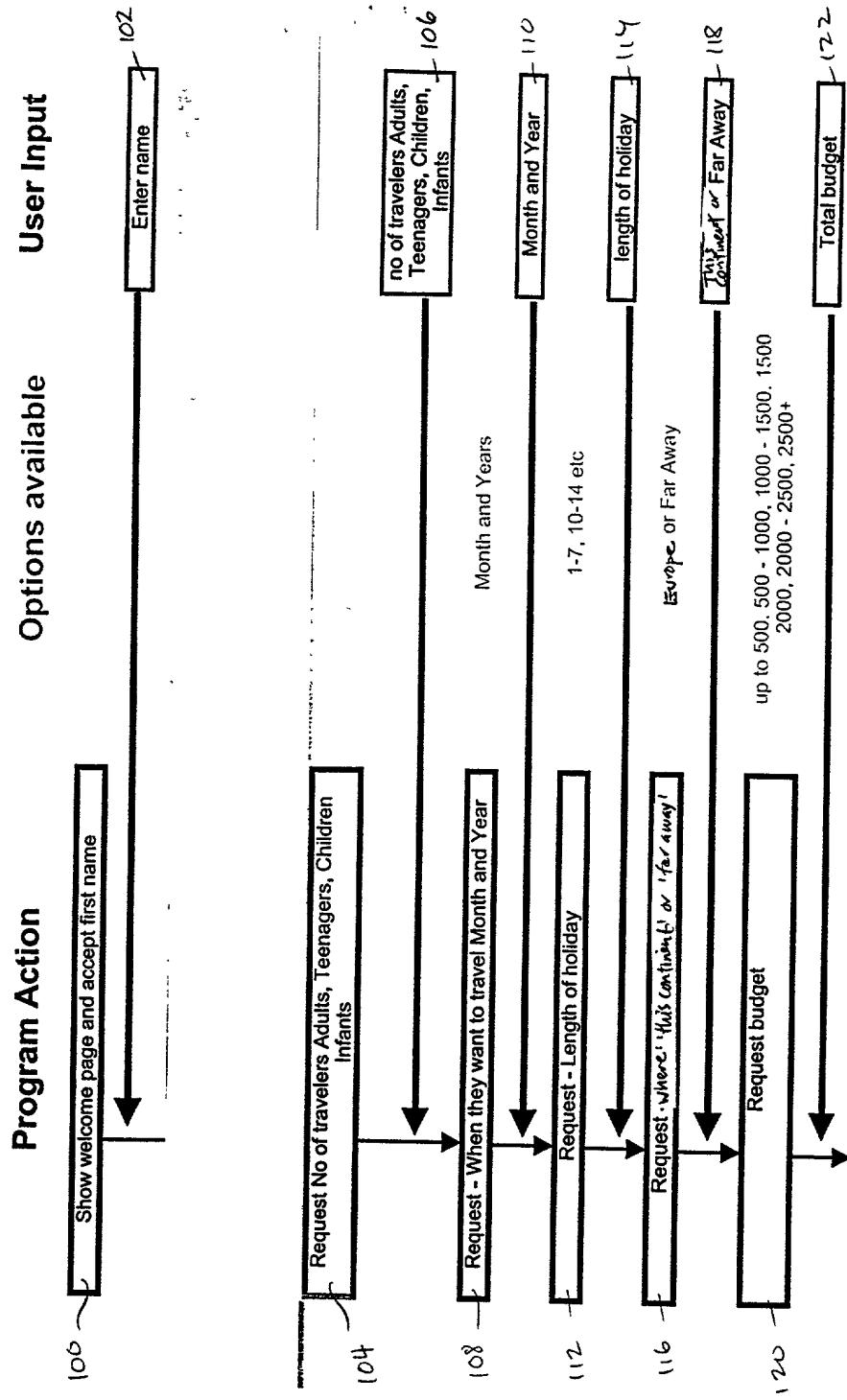


FIG. 2A

Travel Demand Generation

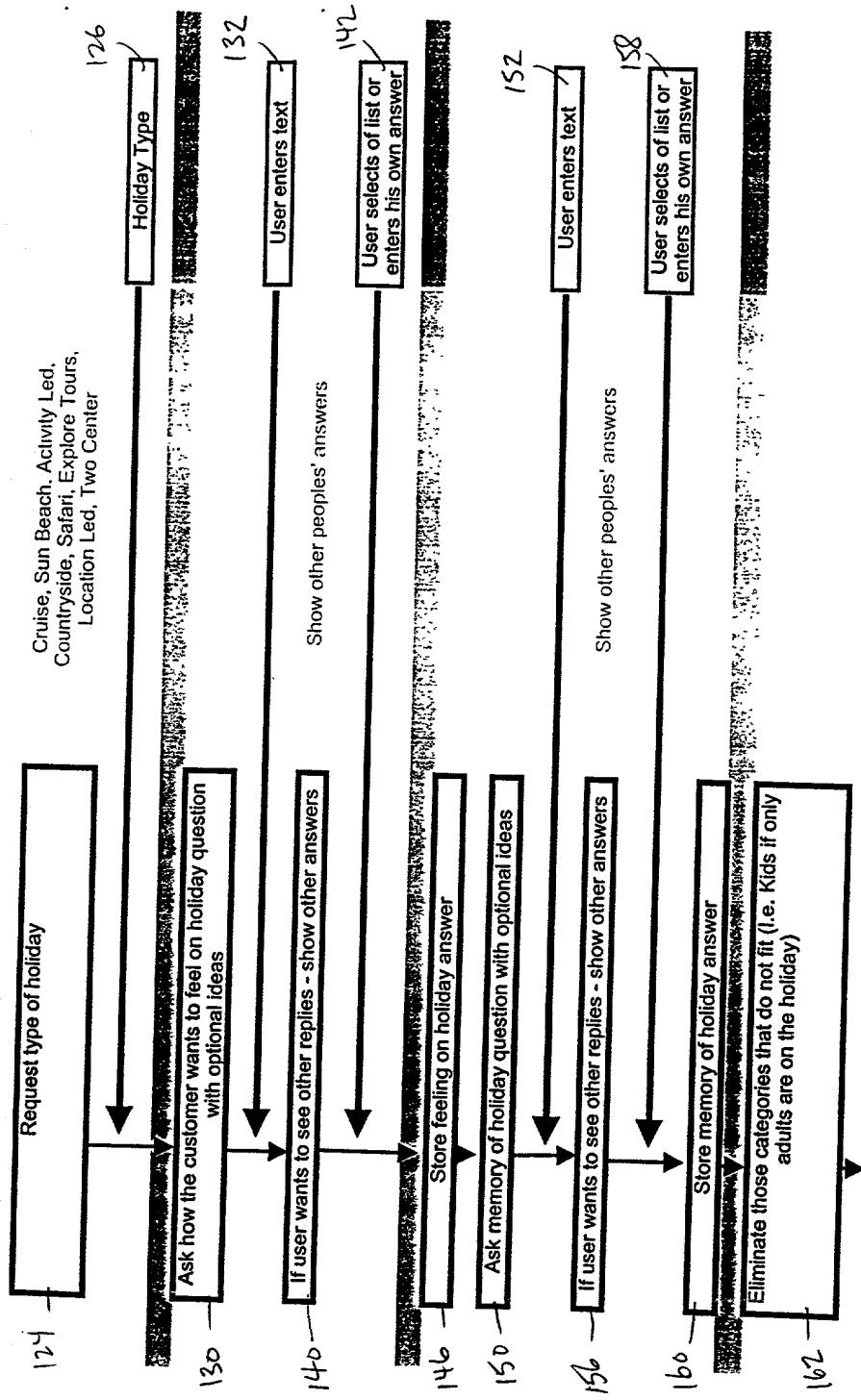


FIG. 2B

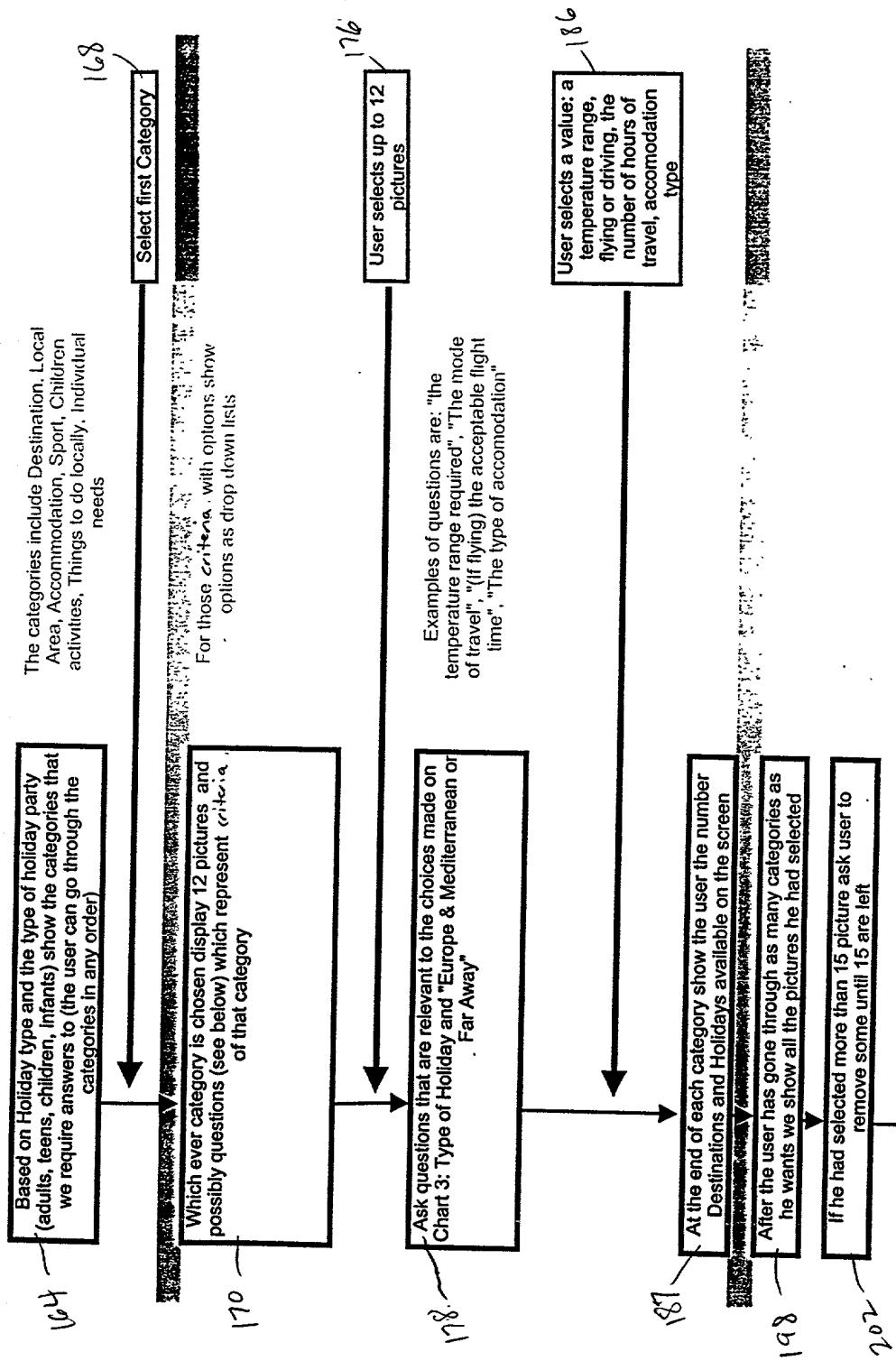


FIG. 2<

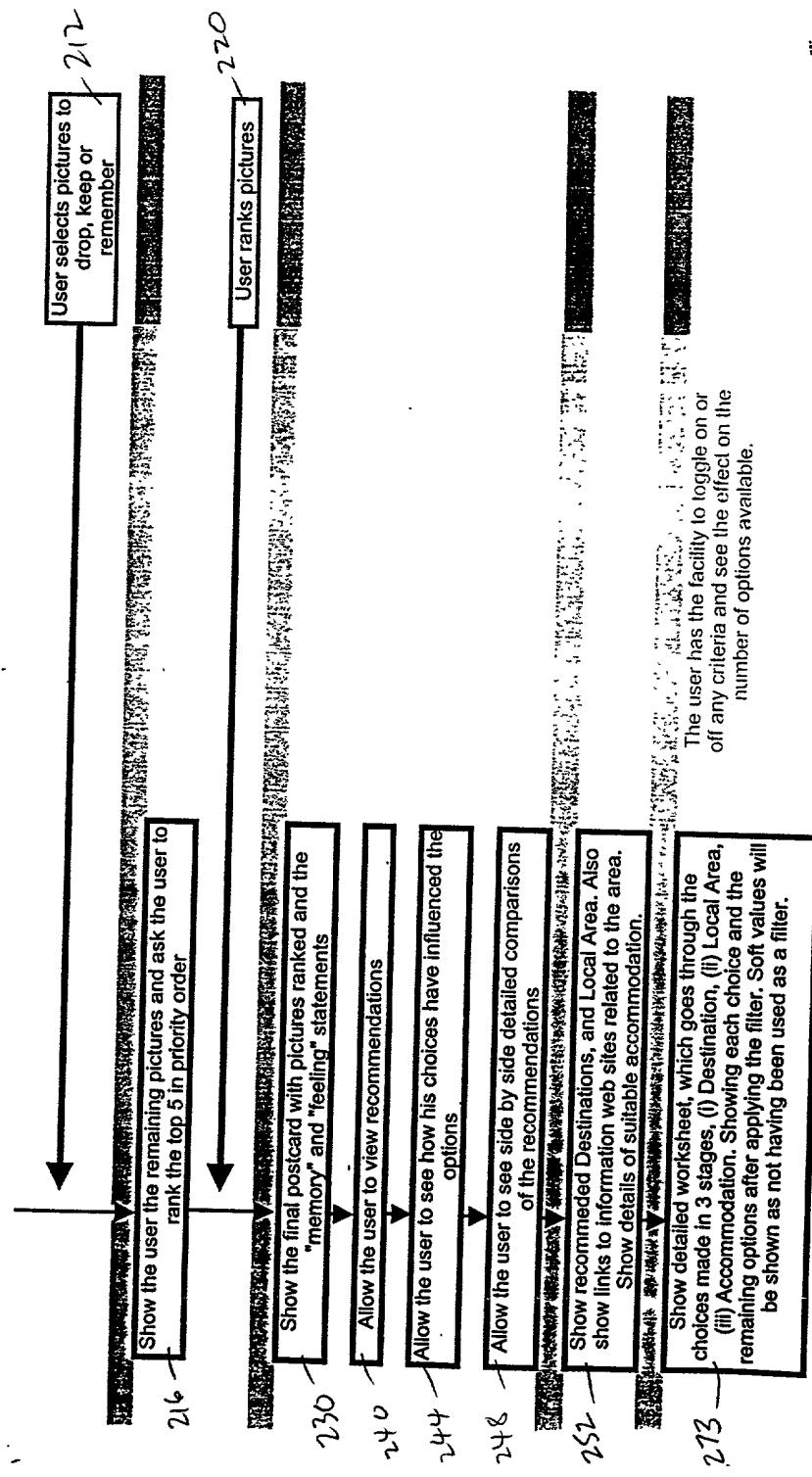


Fig. 20



Let's establish the two most important aspects of any holiday?

Firstly,

How do you want to feel on this holiday?

128

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spanish

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Ideas Feel free to have a look at what other people have said

Stop & Save

How can we help?
Type of Holiday
Getting clear
Your Postcard
Recommendations

Rob's Postcard



fit 3

Airtour
The Holiday Makers

Let's establish the two most important aspects of any holiday?

Firstly,

How do you want to feel on this holiday?

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FIG. 4

On the 1st of May, 1861, the 1st Minnesota, under command of Col. Wm. W. Ladd, left St. Paul, for the front, and reached the city of Corinth, Miss., on the 10th of May.

Airtours
The Holiday Makers

You can do as many or as few of these getting clear sections as you want, and in any order. Remember your finished card is limited to fifteen images, but if you do choose too many from these sections you can always drop some to make your final list.

166a Click on an image to start.

166b Accommodation

166c Local Area

166d Thing to do

166e Important for Kids

166f

Get clear Menu
Location
Where to stay
What to do
What to children
Treats for others
Local Area

Stop & Save

How can we help?
Types of Holiday
Getting Ideas
Your Postcard
Recommendations

Rob's Postcard

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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Fig. 6

172



What sort of European/Mediterranean Beach destination do you fancy?

Check white boxes on the ones for you. Not too many!

Get Clear Menu	Stop & Save
Location Where to stay What to do Key for children Treats for others Local Area	 Sun, Sea & Sand
 Peace & Quiet	 Active
 Away from it all	 Dramatic Scenery
 Romantic	 Lively
 Holiday Location	 New World
 Cultural Location	 Old World
What temperature suits? 80-90 <input checked="" type="checkbox"/> 90-100 <input type="checkbox"/> What about flight times? 8-12 hrs <input checked="" type="checkbox"/>	
 How will you travel?	
 What about flight times? 8-12 hrs <input checked="" type="checkbox"/>	

172a

180 182

184



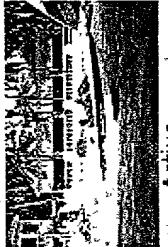
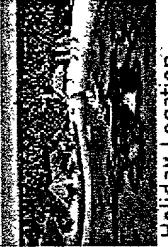
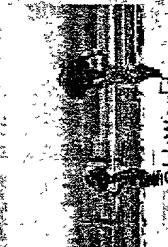
0 2 0 X 5 X 6 0

172b

Airtours
The Holiday Makers

What sort of far away Beach destination do you fancy?

Check white boxes on the ones for you. Not too many!

	Adventurous
	Lively
	Active
	Romantic
	Island
	Dramatic Scenery
	New World
	Old World
	Holiday Location
	Holiday Location
	Cultural Location
	Cultural Location
What temperature suits? <input type="checkbox"/> 80-90 <input checked="" type="checkbox"/> 90-100 <input type="checkbox"/> 100-110 <input type="checkbox"/> 110-120 <input type="checkbox"/> 120-130 <input type="checkbox"/> 130-140 <input type="checkbox"/> 140-150 <input type="checkbox"/> 150-160 <input type="checkbox"/> 160-170 <input type="checkbox"/> 170-180 <input type="checkbox"/> 180-190 <input type="checkbox"/> 190-200 <input type="checkbox"/> 200-210 <input type="checkbox"/> 210-220 <input type="checkbox"/> 220-230 <input type="checkbox"/> 230-240 <input type="checkbox"/> 240-250 <input type="checkbox"/> 250-260 <input type="checkbox"/> 260-270 <input type="checkbox"/> 270-280 <input type="checkbox"/> 280-290 <input type="checkbox"/> 290-300	
What about flight times? <input type="checkbox"/> 8-12 hrs <input checked="" type="checkbox"/> 12-16 hrs <input type="checkbox"/> 16-20 hrs <input type="checkbox"/> 20-24 hrs <input type="checkbox"/> 24-28 hrs <input type="checkbox"/> 28-32 hrs <input type="checkbox"/> 32-36 hrs <input type="checkbox"/> 36-40 hrs <input type="checkbox"/> 40-44 hrs <input type="checkbox"/> 44-48 hrs <input type="checkbox"/> 48-52 hrs <input type="checkbox"/> 52-56 hrs <input type="checkbox"/> 56-60 hrs <input type="checkbox"/> 60-64 hrs <input type="checkbox"/> 64-68 hrs <input type="checkbox"/> 68-72 hrs <input type="checkbox"/> 72-76 hrs <input type="checkbox"/> 76-80 hrs <input type="checkbox"/> 80-84 hrs <input type="checkbox"/> 84-88 hrs <input type="checkbox"/> 88-92 hrs <input type="checkbox"/> 92-96 hrs <input type="checkbox"/> 96-100 hrs <input type="checkbox"/> 100-104 hrs <input type="checkbox"/> 104-108 hrs <input type="checkbox"/> 108-112 hrs <input type="checkbox"/> 112-116 hrs <input type="checkbox"/> 116-120 hrs <input type="checkbox"/> 120-124 hrs <input type="checkbox"/> 124-128 hrs <input type="checkbox"/> 128-132 hrs <input type="checkbox"/> 132-136 hrs <input type="checkbox"/> 136-140 hrs <input type="checkbox"/> 140-144 hrs <input type="checkbox"/> 144-148 hrs <input type="checkbox"/> 148-152 hrs <input type="checkbox"/> 152-156 hrs <input type="checkbox"/> 156-160 hrs <input type="checkbox"/> 160-164 hrs <input type="checkbox"/> 164-168 hrs <input type="checkbox"/> 168-172 hrs <input type="checkbox"/> 172-176 hrs <input type="checkbox"/> 176-180 hrs <input type="checkbox"/> 180-184 hrs <input type="checkbox"/> 184-188 hrs <input type="checkbox"/> 188-192 hrs <input type="checkbox"/> 192-196 hrs <input type="checkbox"/> 196-200 hrs <input type="checkbox"/> 200-204 hrs <input type="checkbox"/> 204-208 hrs <input type="checkbox"/> 208-212 hrs <input type="checkbox"/> 212-216 hrs <input type="checkbox"/> 216-220 hrs <input type="checkbox"/> 220-224 hrs <input type="checkbox"/> 224-228 hrs <input type="checkbox"/> 228-232 hrs <input type="checkbox"/> 232-236 hrs <input type="checkbox"/> 236-240 hrs <input type="checkbox"/> 240-244 hrs <input type="checkbox"/> 244-248 hrs <input type="checkbox"/> 248-252 hrs <input type="checkbox"/> 252-256 hrs <input type="checkbox"/> 256-260 hrs <input type="checkbox"/> 260-264 hrs <input type="checkbox"/> 264-268 hrs <input type="checkbox"/> 268-272 hrs <input type="checkbox"/> 272-276 hrs <input type="checkbox"/> 276-280 hrs <input type="checkbox"/> 280-284 hrs <input type="checkbox"/> 284-288 hrs <input type="checkbox"/> 288-292 hrs <input type="checkbox"/> 292-296 hrs <input type="checkbox"/> 296-300 hrs	
Do you mind getting? <input type="checkbox"/> under 3 rd <input checked="" type="checkbox"/> 3 rd <input type="checkbox"/> Do you mind getting? <input type="checkbox"/> Jabs No <input type="checkbox"/> Visa No <input type="checkbox"/> GO	
How much rain is OK?	
F J G. >	



The Holiday Makers

- Get Clear Menu
- Location
- Where to Stay
- What to Do
- Key for Children
- Treats for Others
- Local Area

188

Stop & Save

- How can we help?
- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

Rob's Postcard

<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				

What are you looking for in the local area where you'll stay?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.

FO 92 E 0 * 0202545460



Airtours
The Holiday Makers

What kind of accommodation do you want?

Where would you like to stay?

Get a Clear Menu

Location

Where to stay

What to do

Key for children

Treats for others

Local Area

LUXURY

STANDARD

TRADITIONAL

MODERN

CONTEMPORARY

Stop & Save

How can we help?

Type of Holiday

Getting clear

Your Postcard

Recommendations

Rob's Postcard

Distance to Beach

Onsite Entertainment

Swimming Pool

Gym

Number of Rooms

Classic Property

Modern

Contemporary

Traditional

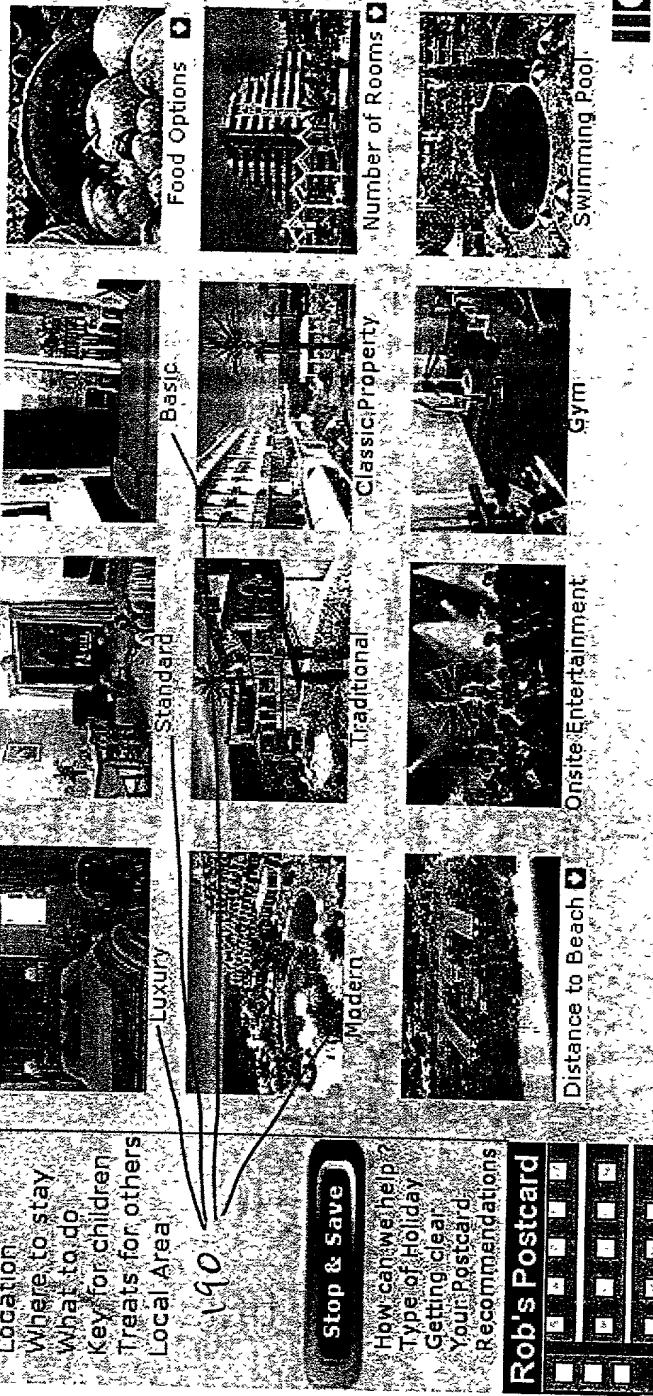
Standard

Luxury

Resort

Apartment

Villa



GO

Fig. 9

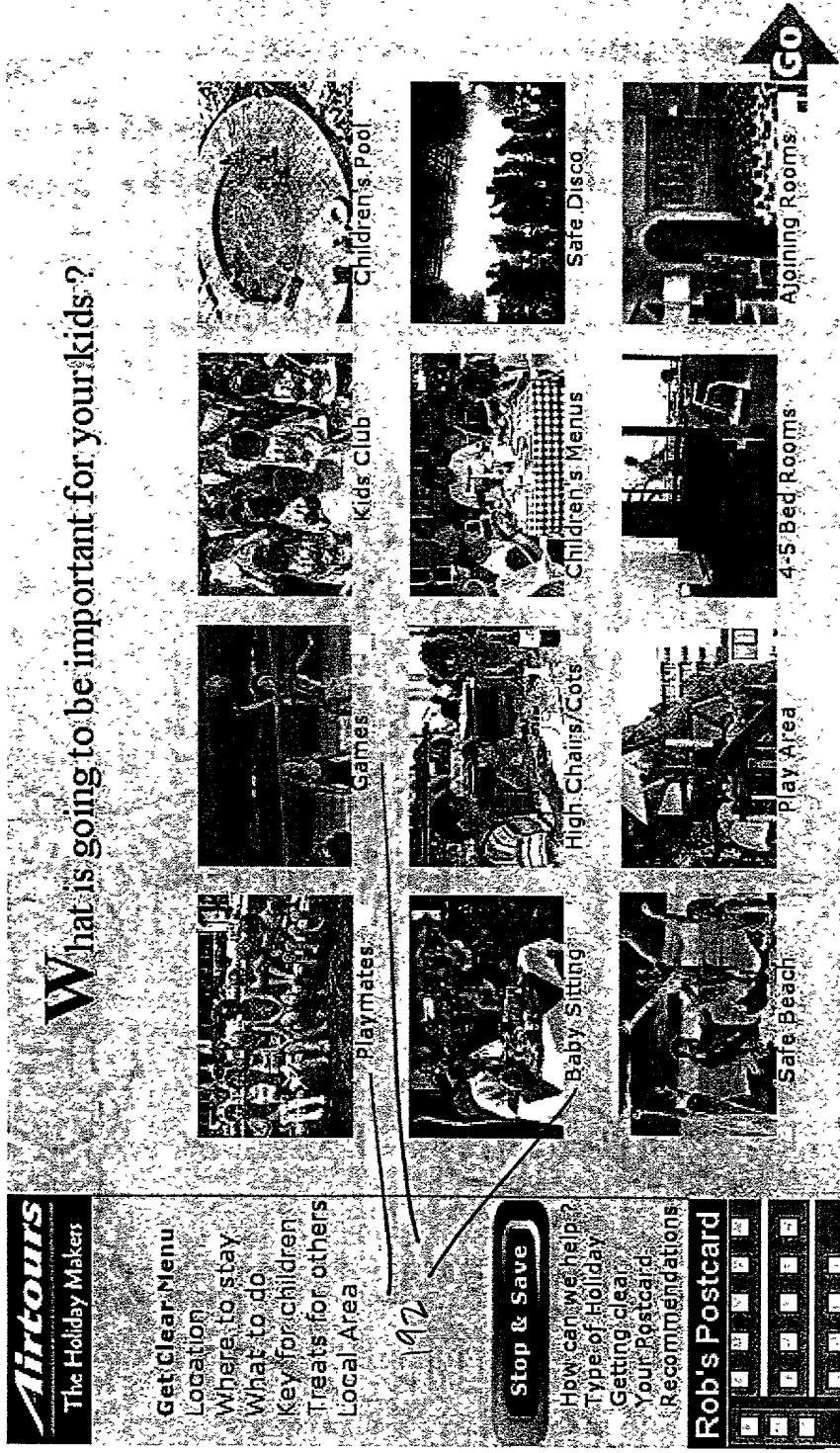


Fig. 10



What do you want to do on holiday?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.

Get clear Menu	Stop & Save	How can we help?	Street Cafes	Be Pampered	Romantic: Evenings	Clubbing	Museums
Location	194	Type of Holiday	195	Family eating out	196	Historic: Races	197
Where to stay	198	Getting deal	199	Restaurants	200	Beauty Spots	201
What to do	202	Your Postcard	203	Local Area	204	Bike/Cat. Hire	205
Key for children	206	Recommendations	207				
Treats for others	208						
Local Area	209						
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196



Get clear Menu
Location
Where to stay
What to do
Key for children
Treats for others
Local Area

vegetarian
Meals

No need to
climb stairs
or Lift

Wheelchair
Access

No Dogs at
Property

Owners Pets
allowed

Owners Pets
allowed

Write your own
.....
.....
.....

Rob's Postcard

How can I help?
Type of Holiday
Getting clear
Your Postcard
Recommendations



Fig. 12

204

You have selected 23 images, which now need to be reduced to 15.

Please drop 7 by clicking on the tabs to indicate which to keep or drop.

We will take account of any you drop in evaluating recommendations.

Airtours
The Holiday Experts

Rob's personal Postcard - May 2001

	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Hideaway gems	Resort	Landmark Cities	Romantic	Hilltop Retreat
206	Keep <input checked="" type="checkbox"/>	210	Drop <input type="checkbox"/>	206	Keep <input checked="" type="checkbox"/>
Sun-Beach					
10-14 days	Dramatic	Desert Island	Resort	Inspirational	Dramatic
Drop <input type="checkbox"/>	Drop <input type="checkbox"/>	Keep <input checked="" type="checkbox"/>	Keep <input checked="" type="checkbox"/>	Keep <input checked="" type="checkbox"/>	Keep <input checked="" type="checkbox"/>
Budget: £2000- 2500	Romantic	Lively	Harbour Views	Scenic Coast	Desert Island
Drop <input type="checkbox"/>	Drop <input type="checkbox"/>	Keep <input checked="" type="checkbox"/>	Keep <input checked="" type="checkbox"/>	Drop <input type="checkbox"/>	Keep <input checked="" type="checkbox"/>
Romantic	Lively	Harbour Views	Scenic Coast	Desert Island	
Drop <input type="checkbox"/>	Keep <input checked="" type="checkbox"/>	Keep <input checked="" type="checkbox"/>	Drop <input type="checkbox"/>	Keep <input checked="" type="checkbox"/>	

FIG. 13

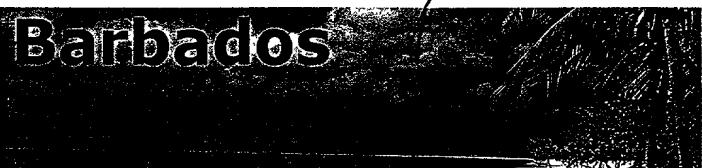
200

0757020 * 032604

254

253a

Barbados



258

256



260

264

RECOMMENDATIONS

ALMOND BEACH CLUB
Holetown St James

161 rooms, in beautiful 32 acre gardens, all with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.



250

CORAL REEF CLUB
Holetown St James

85 rooms, in beautiful gardens, all spacious with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.



266

PRICE:
2 Adults x 14 nights @ circa £4125
7 Nights 1229 extra nights 119
Full board; local drinks; and sports

FLIGHTS:
Heathrow: Mon/Thurs/Sun
Gatwick: Daily

AVAILABILITY:
May usually shows some spare capacity.

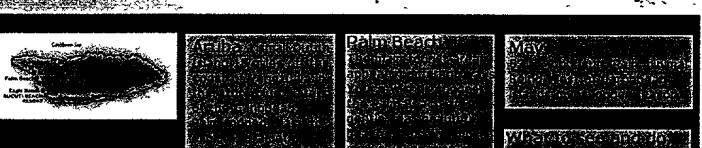
268

262

270

253b

Aruba



256

RECOMMENDATIONS

ARUBA MARRIOTT RESORT
Palm Beach

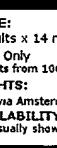
411 rooms, in 10 acres tropical gardens, all with air conditioning. Choice of restaurants and bars. Beach front with Pool; swim up bar; Tennis Courts; Watersports; Spa; Sauna; Shops and Casino.



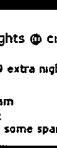
Palm Beach



MAX



WILLEMSTAD



PRICE:
2 Adults x 14 nights @ circa £3098
Room Only
7 Nights from 1069 extra nights 68

FLIGHTS:
Daily via Amsterdam

AVAILABILITY:
May usually shows some spare capacity.

FIG. 16



282 This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	282	139 destinations with 7,500 hotels/villas/appartments	
DURATION	10-14 days	281	139 destinations with 7,500 hotels/villas/appartments	
TRAVELLERS	2 adults	281	139 destinations with 7,500 hotels/villas/appartments	
HOW FAR ?	Far Away	281	92 destinations	
BUDGET	2500-3000	281	92 destinations	
FLIGHT TIME	8-12 hrs	281	36 Destinations	
DATE	May	281	36 Destinations	
TEMPERATURE	80-90	281	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua, Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)	
RAINFALL	under 3"	284	281	Aruba, Barbados, China (Peking)
LOCAL AREA	Resort	281	281	Aruba, Barbados
	Romantic	281	281	A matter of personal judgement
	Inspirational	281	281	A matter of personal judgement
	Glamorous	281	281	Barbados, St James Beach, Auba, Palm Beach
ACCOMODATION	Luxury	281	281	Barbados, St James Beach x 3. Aruba, Palm Beach x 1
	Full Board	281	281	Barbados, St James Beach x 3. Aruba, Palm Beach x 1
	Pool	281	281	Barbados, St James Beach x 3 Auba, Palm Beach x 1
	Beachfront	281	281	Barbados, St James Beach x 3 Auba, Palm Beach x 1
SPORTS	Suba Diving	281	281	Barbados, St James Beach x 3 Auba, Palm Beach x 1
THINGS TO DO	Restaurants	281	281	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort

Stop & Save

- How can we help?
- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations



Fig. 17



This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	139 destinations with 7,500 hotels/villas/appartments
DURATION	10-14 days	139 destinations with 7,500 Hotels/villas/appartments
TRAVELLERS	2 adults	139 destinations with 7,500 hotels/villas/appartments
HOW FAR?	Far Away	92 destinations
BUDGET	2500-3000	92 destinations
FLIGHT TIME	8-12 hrs	36 Destinations
DATE	May	36 Destinations
TEMPERATURE	80-90	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua & Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua & Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
LOCAL AREA	Resort	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua & Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
Romantic	On/Off	A matter of personal judgement
Inspirational	On/Off	A matter of personal judgement
Glamorous	On/Off	Barbados, St James Beach, Auba, Palm Beach, Grenada, Grand Anse Beach, Antigua, English Harbour, Nevis, Pinney's Beach, Jamaica, Montego Bay
ACCOMMODATION	Luxury	Barbados, St James Beach x 3, Aruba, Palm Beach x 1, Grenada, Grand Anse Beach x 3, Antigua, English Harbour x 1, Nevis, Pinney's Beach x 1, Jamaica, Montego Bay x 3
	Full Board	Barbados, St James Beach x 3, Aruba, Palm Beach x 1, Jamaica, Montego Bay x 3
	Pool	Barbados, St James Beach x 3 Auba, Palm Beach x 1, Jamaica, Montego Bay x 3
	Beachfront	Barbados, St James Beach x 3 Auba, Palm Beach x 1, Jamaica, Montego Bay x 2
SPORTS	Suba Diving	Barbados, St James Beach x 3 Auba, Palm Beach x 1, Jamaica, Montego Bay x 2
THINGS TO DO	Restaurants	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort Jamaica, Montego Bay = Tryall = Half Moon Club

Stop & Save

- ✓ How can we help
- ✓ Type of Holiday
- Getting clear,
- Your Postcard
- Recommendations



FIG. 18

272



Detailed side-by-side comparison of options

HOTEL	Royal Hideaway	Tamarind Cove
DESTINATION	Mexico	Barbados
LOCAL AREA	Yucatan Peninsula	St James Beach
TRANSFER TIME	45 mins	40 mins
NO OF ROOMS	200	166
FULL BOARD	Yes	Yes
DISTANCE TO BEACH	Beachfront	Beachfront
SWIMMING POOL	2 main + 2 relax	4 main + 2 whirl
BARS	3	4
FITNESS CENTRE	Yes	Yes
SAUNA	Yes	No
RESTAURANTS	5	1
ON-SITE ENTERTAINMENT	Nightly	Nightly
SPORTS FACILITIES	Kayaks, windsurfing, snorkeling, catamaran, Sailing, Water Polo, Bike Hire	Waterskiing, Windsurfing, Sunfish & Catamaran sailing kayaks, snorkelling all with tuition
MASSAGE	Yes	No
COCKTAIL PARTY	Weekly	No
CASINO	Yes	No
GOLF COURSE	Nearby	
ROOM SERVICE	Yes	No
GARDEN ROOMS	Yes	Yes
SUPERIOR ROOMS	Yes	Yes
STANDARD ROOMS	Yes	Yes
AIRCONDITIONING	Yes	Yes
TELEPHONE IN ROOM	Yes	Yes
TV + SATELLITE IN ROOM	Yes	TV
CD HIFI IN ROOM	Yes	No
RATES MAY 7 nights	1397	917
RATE MAY Extra Nights	133	75
RATE MAY Ocean View Twin	17	9
RATE MAY Jun Suit Pool/Garden View		19
RATE MAY Jun Suite Ocean view		32

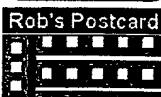


FIG. 19